



CHUKA

UNIVERSITY

RESIT/ SPECIAL EXAMINATIONS

**EXAMINATION FOR THE AWARD OF
BACHELOR OF COMMERCE**

BCOM 329: MARKETING ETHICS

STREAMS: BCOM

TIME: 2 HOURS

DAY/DATE: THURSDAY 13/09/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

- **Answer questions ONE and any other TWO questions.**
- **Do not write anything on the question paper.**

Q1. Using your expertise in Marketing Ethics, undertaking the following:

- a) Specify the product related ethical issues that raise questions about ethics in marketing and (ii) explain how they may affect an organization. **(7 mks).**
- b) With specific examples, justify why an organization has always to be aware of certain social responsibility concepts if it has to fulfill the demand of societal marketing concept. **(9 Mks)**
- c) Discuss the demeaning stereotypes regarding women that raise ethical issues in marketing practice. **(6 Mks).**
- d) Distinguish the costs that an organization has to incur in setting up an ethics programme. **(8 Mks).**

Q2. Induct newly employed staff in your organization by addressing the following:

- (a) Distinguish the ethical issues that arise when a company dealing in consumer goods engages in offensive marketing practices when dealing specifically with minorities. **(10 Mks).**
- (b) With specific examples, justify why an organization has always to be aware of certain social responsibility concepts if it has to fulfill the demand of societal marketing concept. **(10 Mks).**

Q3. Assist your team members appreciate their task by undertaking the following:

a) Provide the evidence that you would give to support a case of ethical misconduct against a professional. **(10 Mks)**

b) Analyse the steps a firm should follow in setting up a social audit. **(10Mks).**

Q4. Facilitate a seminar by the Marketing Society of Kenya by addressing the following:

a) Distinguish between the specific responsibilities that researchers always have towards the respondents. **(11 Mks).**

b) Justify (i) why any activity would qualify to be regarded as corporate espionage and (ii) why such activities would be regarded as unethical. **(9 Mks).**
